

According to a Del Webb lifestyle survey, 75% of Del Webb buyers report meeting new people is extremely important in “retirement.”

THE DEL WEBB CONSUMER

- Del Webb residents are socially, physically, and philanthropically active. Putting an emphasis on overall health and wellness (physical and mental), Del Webb residents expect their body and mind to “reach the finish line at the same time.”
- Technology is extremely important to this consumer, with Del Webb communities being some of the earliest adopters of fiber-to-the-home and Wi-Fi (hotspot) requirements.
- A strong desire to be surrounded by people “like me” drives the Del Webb consumer to buy in our communities.
- Lifestyle tends to be more important than the actual home with nearly 25% of Del Webb buyers saying the lifestyle was the most important factor in choosing their “retirement” home.

NEED A SOURCE?

Del Webb residents and experts are available as sources for retirement trends and Baby Boomer stories. For more information or help identifying Boomer and retirement stories, contact:

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KEY TRENDS & SHIFTS IN RETIREMENT

STORY IDEAS AND FACTS

Del Webb[®]

FACTS ABOUT *Del Webb*[®]

- 54 = Communities open for sale
- 21 = States home to a Del Webb community
- 62 = Average age of a Del Webb buyer
- 1,800 = average square feet in a Del Webb home
- 160,000 = Number of homes sold at Del Webb communities since 1960
- 288,000 = Number of residents currently living in Del Webb communities
- 77% = Percentage of Del Webb residents who work out at least three times per week

SUN BLOCK: TODAY'S RETIREES HAVE MORE THAN WEATHER IN MIND WHEN RELOCATING

Not long ago, many people nearing retirement age thought a lot about the weather when considering their retirement home. More specifically, they sought locations with the most sunshine. Today however, while warm temperatures are still a significant factor in making this decision, a number of other considerations are coming into play fueled in part by the cost of living and access to quality health care. Consequently, a new group of states has emerged to join traditional retiree hotspots Florida and Arizona among Boomer favorites.

According to the 2010 Del Webb Baby Boomer Survey, "cost of living" and "health care" topped the list of Baby Boomer concerns of where to retire.

RETIREEES CLOCKING IN, NOT OUT. MORE INDEED PLAN TO WORK IN RETIREMENT

As the Baby Boomer generation approaches retirement age, many are not ready to hang up their gloves for good just yet. While many want to fight boredom, some simply enjoy working. Others want to better position themselves financially. According to the 2010 Del Webb Baby Boomer Survey, young Boomers in particular are resigned to the fact that they will be working longer than those who turned 50 some 15 years ago. So that's the plan, but what did they do? Among current retirees, fewer than 40% report actually working since retiring.

According to the 2010 Del Webb Baby Boomer Survey, 72% of younger Baby Boomers plan to work in retirement; for older Boomers not yet retired, 73% plan to work.

RETIREMENT OUT OF REACH? MANY BOOMERS THINK SO

While many people say they like to work, many feel it is a necessity. Partly due to the country's struggling economy, its impact on investment accounts, and the fact many have not begun saving, 41% of today's 50-year-old Baby Boomers think they will never be financially prepared to quit working, according to the 2010 Del Webb Baby Boomer Survey. Conversely, Del Webb residents surveyed feel much better about the future and their retirements.

The 2010 Del Webb Baby Boomer Survey reports today's 50-year-old Baby Boomers are twice as likely to not even have begun saving for retirement, compared to 11% of 50-year-old Boomers surveyed 15 years ago.

BODY AND MIND: BABY BOOMERS TODAY TUNING BOTH IN RETIREMENT

There is little time to relax in retirement, as today's Baby Boomers used to living in the fast lane have no plans to slow down. Not only do many of them want to continue working when they retire, they also want to live in communities that foster active lifestyles that stimulate their bodies and brains everyday. From parasailing to rappelling to gourmet cooking classes and botanical gardening – not to mention yoga, biking and kayaking – today's retirees want to stay busy. These active Boomers are the ideal residents at Del Webb.

*According to the 2010 Del Webb Baby Boomer Survey, Baby Boomers think "old age" is right around 80 years-old. **Del Webb** residents think that old age starts at 85.*

MAKING A DIFFERENCE RATHER THAN TEE TIME: BABY BOOMERS EMBRACE VOLUNTEERISM

To achieve a sense of self-fulfillment, and to keep their professional skills sharp, today's Baby Boomers are embracing volunteerism and giving back to the communities in which they live. What are they doing? Food banks, hospital volunteers, mentoring, and veteran causes all make the list. Del Webb conservatively estimates that its residents give back more than 3 million volunteer hours per year.

The 2010 Del Webb Baby Boomer Survey reports that 65% of Baby Boomers have or plan to participate in volunteer activities during retirement.